



LAKE ERIE REGIONAL GRAPE PROGRAM

Electronic Crop Update for January 24, 2013

IN THIS UPDATE:

TIME TO RENEW YOUR MEMBERSHIP!

GRAPE IPM: *Getting ready for the 2013 Growing Season*

BUSINESS MANAGEMENT: *Hispanic Workforce For Agriculture*

UPCOMING EVENTS: *PROJECT REPORTING SESSION – RSVP REQUIRED For Lunch!*

Go to <http://lergp.cce.cornell.edu/EventsCalendar.htm> for a detailed calendar of events including maps via Google calendar! Scroll to the bottom of the page for Google calendar and click on the event. Please remember to RSVP for those events that require one! UPCOMING EVENTS are also listed toward the bottom of this Electronic Update.

Please remember to let us know if you have changed or are in the process of changing your email address so we can keep the Electronic Crop Update coming to your inbox!

[Please email Edith at: emb35@cornell.edu.](mailto:emb35@cornell.edu)

TIME TO RENEW YOUR MEMBERSHIP



MEMBERSHIP/ENROLLMENT MESSAGE FROM KATE ROBINSON:

Happy New Year! It's that time of year again... ***TIME TO RENEW YOUR MEMBERSHIP.***

You should have received an enrollment card in the mail from the CCE office nearest you. The Chautauqua County enrollment card has proven to be a bit confusing so, if you need some help with filling it out, just give us a call or you can use the **enrollment form we are providing below at the end of this Update.** Please note that the CCE card needs to be mailed to your local CCE office, while this enrollment form can be sent directly to CLEREL in Portland. The address is noted on the form.

You will notice that there is a \$25.00 fee being charged for the receipt of Hard Copy Vineyard Notes Newsletters. This was something that much consideration was given. The other fruit and vegetable programs had already begun charging this amount for hard copies a few years back, but we wanted to hold off until more of our members were comfortable using the internet and e-mail. Penn State programs are actually moving towards a mail free environment, using only e-mail, texting and other electronic measures for information dissemination. We are following the lead of our local grape processors, Penn State, and the majority of other regional fruit and vegetable programs in going paperless. All correspondence from LERGP will be in electronic form. If you feel you must have a hard copy of newsletters, that option is available for a \$25.00 fee.

There is a benefit to opting for e-mail delivery of the Vineyard Notes. You will see it in color making the charts, maps and photos that are included in articles much easier to understand and pull details from. Also, if you are not using e-mail, you may be missing out on our Electronic Crop Update, which is timely information sent out to your e-

mail on a weekly basis during the growing season. You can also access the Pesticide Guidelines for free on the internet. If you are not comfortable using computers or the internet, please just let us know. We would be more than happy to help you learn how to use these resources. If you have any questions or suggestions, please feel free to give us a call at 716-792-2800 ext. 201 or stop by in person!



NEWS RELEASE

United States Department of Agriculture

NATIONAL AGRICULTURAL STATISTICS SERVICE, NY FIELD OFFICE



Census Countdown Begins for New York's Farmers and Ranchers

New York, December 3, 2012 –Farmers and ranchers in New York will soon have the opportunity to make a positive impact on their communities by taking part in the 2012 Census of Agriculture. Conducted every five years by the U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS), the Census is a complete count of all U.S. farms, ranches and those who operate them.

NASS will mail out Census forms in late December, to collect data for the 2012 calendar year. Completed forms are due by February 4, 2013. Producers can fill out the Census online via a secure website, www.agcensus.usda.gov, or return their form by mail. Federal law requires all agricultural producers to participate in the Census and requires NASS to keep all individual information confidential.

For more information, visit www.agcensus.usda.gov.

More information is available on the FLYER at the end of this Update!

GRAPE INTEGRATED PEST MANAGEMENT: Tim Weigle

Welcome Back Erie County, NY!

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Erie County, NY has rejoined the Lake Erie Regional Grape Program in 2013. We thank all the growers who have kept involved with the program through out of area memberships over the span where Erie County CCE was unable to participate. **If you are a grower in Erie County, NY or have vineyards in Erie County, NY, please sign up for the Lake Erie Regional Grape Program through the Erie County Cooperative Extension Office.** If you have already joined, or rejoined, the program in 2013 as an out of area member, please give Kate a call at (716) 792.2800 x201 so we can get things straightened out.

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Getting Ready For The 2013 Growing Season

With the extreme wind chills that the region has been experiencing, now would be an excellent time to get into the office and do some preparation for the upcoming growing season.

First on the list is to develop block maps of your vineyard operation. This can be easily accomplished by contacting Rhiann with the LERGP Extension team at (716) 792-2800 x208 to get a set of GIS maps (acreage, soil types and elevation) created on a block basis for your vineyard operation. Rhiann is housed at CLEREL and can often times get the ball rolling with a simple phone conversation. These maps are available free to members of the Lake Erie Regional Grape Program and for a \$100 fee for non-members. So if you are not a member and would like the maps, join the LERGP as it is more cost effective. Rhiann can make maps for

growers in all the counties involved in the program. Cattaraugus, Chautauqua, Erie, and Niagara in New York and Erie County in Pennsylvania.

If you are not already familiar with the Network for Environment and Weather Applications (NEWA) website, <http://newa.cornell.edu/> now would be a great time to access the home page and click around. With models available for grape berry moth, powdery mildew, black rot, Phomopsis and downy mildew, NEWA provides grape growers with a huge amount of information that can be used in a vineyard IPM strategy. We have been working to get the new communication equipment installed on all the units in the Lake Erie region that will allow us to access weather and pest information on an hourly basis.

Work on your resistance management strategy for your fungicide, insecticide and herbicide programs. Have you been using the same materials year after year? Start looking into rotating new modes of actions into your spray program to extend the efficacy of the materials you are currently using as well as gain some experience with the newer materials prior to being forced to use them.

Update your computer skills. With the grape industry and universities moving toward a paperless environment, having the skills to communicate via email, access newsletters on line, and mine web sites for current information will become as common as knowing how to operate a tractor. If you are interested in some basic computer training on using email and searching the web, please give us a call. If there is enough interest we will put together a training session.

BUSINESS MANAGEMENT: Kevin Martin

HISPANIC WORKFORCE FOR AGRICULTURE

Meetings addressing managing Hispanic labor in agriculture will be held during the winter of 2013

Introductory Meeting: The Basics of Managing Hispanic Labor

DATE: Friday, February 1, 2013

TIME: 1:00pm-2:30pm

LOCATION: Frank W. Bratt Agricultural Center, 3542 Turner Road, Jamestown, NY

Learn about the Hispanic culture, and how culture influences interactions with your labor force; discuss hiring and maintaining a quality Spanish-speaking workforce; and begin building a basic foundation of Spanish agricultural vocabulary.

Contacts: Alfonso Pagan (716) 664-9502 x217 aep77@cornell.edu or Ginny Carlberg (716) 664-9502 x202 or vec22@cornell.edu.

FOR IMMEDIATE RELEASE:

Cornell Cooperative Extension of Chautauqua County will be holding a meeting on Friday, February 1st, 2013 from 1:00pm to 2:30pm for agricultural producers with Hispanic employees, or producers with an interest in employing Hispanic labor. The focus will be on the Hispanic culture, how culture influences interactions with your labor force, hiring and maintaining a sustainable Spanish-speaking workforce, and building a

basic vocabulary of Spanish agricultural terms. The meeting will be held at the Frank W. Bratt Agricultural Center, 3542 Turner Road, Jamestown, NY. It is free and open to all agricultural producers.

Ignacio Parra, cultural and linguistic trainer and community facilitator from Chautauqua Tapestry, will talk about the Hispanic culture, environment, and history; and how it relates to behavior and expectations.

Alfonso Pagan, CCE Job Coach/Educator, will talk about the Hispanic workforce training project with E2CC BOCES, as well as introduce some basic agricultural vocabulary.

Ginny Carlberg, Community Educator with Cornell Cooperative Extension, stated “this first meeting will bring together a group of agricultural producers who are interested in learning how to better communicate with their Hispanic labor force, and will open a series of trainings that will build the basic Spanish vocabulary skills of employers in agriculture.”

The trainings are a part of a new initiative CCE has launched in partnership with Erie 2 Chautauqua-Cattaraugus BOCES to help Spanish-speaking Chautauqua County residents secure and retain jobs in agriculture. E2CC BOCES is currently conducting English as a Second Language (ESL) classes with a focus on agricultural vocabulary and job training. A grant from the Appalachian Regional Commission has made this project possible by creating the new position at CCE held by Alfonso Pagan, Job Coach/Educator, who was hired in October 2012 to serve as a liaison between farms and Hispanic employees. Al Pagan can be contacted at (716) 664-9502 extension 217.

Go to <http://lergp.cce.cornell.edu/EventsCalendar.htm> for a detailed calendar of events including maps via Google calendar. Scroll to the bottom of the page for Google calendar and click on the event. Please remember to RSVP for those events that require one!



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HISPANIC WORKFORCE FOR AGRICULTURE

Introductory Meeting: The Basics of Managing Hispanic Labor

DATE: Friday, February 1, 2013

TIME: 1:00pm - 2:30pm

LOCATION: Frank W. Bratt Agricultural Center, 3542 Turner Road, Jamestown, NY

VITICULTURE 2013



DATE: Wednesday, February 6, 2013 through Friday, February 8, 2013

LOCATION: Rochester Riverside Convention Center, Rochester, NY

PROGRAM AGENDA (subject to change) and WEBSITE: <http://vit2013.com/>

REGISTRATION FORM, AGENDA AND MORE INFORMATION BELOW



PROJECT REPORTING SESSION

DATE: Wednesday, February 13, 2013

TIME: 10:00am - 2:00pm

LOCATION: CLEREL, 6592 West Main Rd. Portland, NY

A project reporting session is scheduled for Wednesday, February 13, 2013 at the Cornell Lake Erie Research and Extension Laboratory located at 6592 West Main Rd. Portland, NY. The meeting will begin at 10:00am and run until approximately 2:00pm. Updates on projects funded by the Lake Erie Regional Grape Program Research and Extension Program, Inc. (the group charged with dispersing the 75 cents per ton

voluntary assessment for Concorde produced in the Lake Erie Region), New York Wine and Grape Foundation, New York Wine Grape Growers Association and Viticulture Consortium – East, will be presented, as well as, short presentations on proposed new projects.

The meeting format is designed to encourage discussion between those who are conducting or proposing projects, the funders, and the grower community by limiting presentations to 5 minutes and eliminating the use of visual aids.

Lunch is provided for attendees *but you must register to reserve a lunch.* Please respond to Kate by Wednesday, February 6, 2013 at 716-792-2800 x201 or kjr45@cornell.edu.

PLEASE NOTE: Next Electronic Crop Update will be Thursday, February 7, 2013

Lake Erie Regional Grape Program Crop Update is an e-mail newsletter produced by the Lake Erie Regional Grape Program and sent out by subscription only. For subscription information, please call us at 716.792.2800 ext 201, or look for subscription forms at http://lergp.cce.cornell.edu/join_Lergp.htm. For any questions or comments on the format of this update please contact Tim Weigle at: thw4@cornell.edu.

Lake Erie Regional Grape Program Team Members:

[Andy Muza](#), Extension Educator, Erie County, PA Cooperative Extension, 814.825.0900

[Tim Weigle](#), Grape IPM Extension Associate, NYSIPM, 716.792.2800 ext. 203

[Kevin Martin](#), Business Management Educator, 716.792.2800 ext. 205

Subscribe to Appellation Cornell Newsletter:

<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/index.cfm>

2011 Appellation Cornell Newsletter Index:

<http://grapesandwine.cals.cornell.edu/cals/grapesandwine/appellation-cornell/2011-index.cfm>

Veraison to Harvest newsletters: <http://grapesandwine.cals.cornell.edu/cals/grapesandwine/veraison-to-harvest/index.cfm>

NY Grape & Wine Classifieds – New Address! - <http://flgclassifieds.cce.cornell.edu/>

This publication may contain pesticide recommendations. Changes in pesticide regulations occur constantly, and human errors are still possible. Some materials mentioned may not be registered in all states, may no longer be available, and some uses may no longer be legal. Questions concerning the legality and/or registration status for pesticide use should be directed to the appropriate extension agent or state regulatory agency. Read the label before applying any pesticide. Cornell and Penn State Cooperative Extensions, and their employees, assume no liability for the effectiveness or results of any chemicals for pesticide usage. No endorsements of products are made or implied.

Cornell University Cooperative Extension provides equal program and employment opportunities.

Contact the Lake Erie Regional Grape Program if you have any special needs such as visual, hearing or mobility impairments.

CCE does not endorse or recommend any specific product or service.

THE LAKE ERIE REGIONAL GRAPE PROGRAM at CLEREL

6592 West Main Road

Portland, NY 14769

716-792-2800

2013 Lake Erie Regional Grape Program Enrollment

****This form is for NY Growers ONLY- PA Growers call 814-825-0900 to register**

Fees:

\$65.00 \$_____ **GRAPES** -Chautauqua, Cattaraugus, Erie or Niagara county landowner

(Does **not** include 2013 Cornell Guidelines for Grapes)

\$100.00 \$_____ **GRAPES** -Out of Program Region Resident

(Does **not** include 2013 Cornell Guidelines for Grapes)

\$25.00 \$_____ 2013 Cornell Guidelines for Grapes

\$25.00 \$_____ Hardcopy mailing of Newsletters***

Total \$_____ (Please make check payable to LERGP)

I am interested in the educational work of Cornell Cooperative Extension in Niagara, Chautauqua and Cattaraugus County. Any current recorded enrollee 18 years of age and older shall have voting and nominating privileges to hold office in the Association of their local county.

I am 18 years of age or older and signed _____

New Renewal

Farm Name: _____

Name: _____ Spouse's Name: _____

Address: _____ City: _____

State: _____ Zip Code _____

Home phone: _____ Cell Phone : _____

Due to budget constraints, all correspondence will be conducted through e-mail. Please provide your e-mail address below. If you would like to receive hardcopies, mark the \$25.00 additional fee line above and include with payment.

EMAIL ADDRESS _____

Please return form and payment to:

Feel free to call w/ questions:

LERGP

716-792-2800 Ext 201

6592 West Main Rd.

Portland NY 14769

Attn: Katie



Cornell University



College of
Agricultural
Sciences



Cornell University
Cooperative Extension



NEWS RELEASE

United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
NEW YORK FIELD OFFICE
10B AIRLINE DRIVE, ALBANY, NY 12235



FOR IMMEDIATE RELEASE
December 3, 2012

Contact: Brent Farley
(518) 457-5570

Census Countdown Begins for New York's Farmers and Ranchers

New York, December 3, 2012 –Farmers and ranchers in New York will soon have the opportunity to make a positive impact on their communities by taking part in the 2012 Census of Agriculture. Conducted every five years by the U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS), the Census is a complete count of all U.S. farms, ranches and those who operate them.

"The Census remains the only source of uniform, comprehensive agricultural data for every county in the nation," said King Whetstone, Director of the New York Field Office. "It's a critical tool that gives farmers a voice to influence decisions that will shape the future of their community, industry and operation."

The Census looks at land use and ownership, operator characteristics, production practices, income, expenditures and other topics. This information is used by all those who serve farmers and rural communities from federal, state and local governments to agribusinesses and trade associations. For example, legislators use the data when shaping farm policy and agribusinesses factor it into their planning efforts.

"Your answers to the Census impact farm programs and rural services that support your community," Whetstone said. "So do your part and be counted when you receive your form, because there's strength in numbers that only the Census can reveal."

In 2007, farmers reported a total of 36,352 farms, spanning across 7.17 million acres. This shows a 2.4 percent decrease in the number of New York farms from the previous Census in 2002. New York's farms accounted for \$4.42 billion worth of farm products sold in 2007. The leading counties for cash receipts in 2007 were Suffolk and Wyoming with \$243 million and \$225 million, respectively. This telling information and thousands of statistics are only available every five years as a direct result of farmer responses to the Census.

NASS will mail out Census forms in late December, to collect data for the 2012 calendar year. Completed forms are due by February 4, 2013. Producers can fill out the Census online via a secure website, www.agcensus.usda.gov, or return their form by mail. Federal law requires all agricultural producers to participate in the Census and requires NASS to keep all individual information confidential.

For more information, visit www.agcensus.usda.gov. The Census of Agriculture is your voice, your future, your responsibility.

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USDA is an equal opportunity provider, employer and lender. To file a complaint of discrimination, write: USDA, Director, Office of Civil Rights, 1400 Independence Ave., S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice), or (202) 720-6382 (TDD).



REGISTRATION FORM

Viticulture 2013 & The Northern Grapes Symposium

February 6 - 8, 2013
Rochester Riverside Convention Center



WWW.VIT2013.COM

MAIN CONFERENCE REGISTRANT/CONTACT:

Last Name _____ First Name _____

Company/Winery _____

Email Address _____

Phone _____

	Early Bird thru 1/15/12	Standard After 1/15/12	On-site	Attendee Subtotal
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)	\$295	\$335	\$355	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)	\$135	\$175	\$195	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)	\$115	\$155	\$175	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)	\$100	\$140	\$160	\$

ADDITIONAL ATTENDEE REGISTRATIONS:

Last Name	First Name	Email			Attendee Subtotal
		Early Bird thru 1/15/12	Standard After 1/15/12	On-site	
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, planned meals/receptions, and Trade Show access)		\$280	\$320	\$325	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast, lunch, and the Unity Banquet)		\$120	\$160	\$180	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)		\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)		\$85	\$125	\$145	\$

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THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch, Reception and Trade Show access)		\$100	\$140	\$160	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, planned meals and Trade Show access)		\$85	\$125	\$145	
					\$

STUDENT REGISTRATION: (Must be a full-time student to qualify for these special rates)

Last Name	First Name	Email		Attendee Subtotal
		Standard	On-site	
FULL REGISTRATION: Wednesday, 2/6/13 - Friday, 2/8/13 (Includes all seminars, breakfast & lunch each day and Trade Show access)		\$190	\$210	PLEASE CIRCLE YOUR SELECTION(S)
WEDNESDAY: 2/6/13 ONLY (Includes all Wednesday seminars, breakfast and lunch)		\$55	\$75	
THURSDAY: 2/7/13 ONLY (Includes all Thursday seminars, breakfast, lunch and Trade Show access)		\$75	\$95	
FRIDAY: 2/8/13 ONLY (Includes all Friday seminars, breakfast, lunch and Trade Show access)		\$60	\$80	
				\$

GUEST REGISTRATION:

Last Name	First Name	Email			Attendee Subtotal	
		Early Bird thru 1/15/12	Standard After 1/15/12	On-site		
UNITY BANQUET DINNER & AWARDS: Wednesday, 2/6/13 (6:30 PM at the Hyatt Regency Rochester Hotel - attached to the RRCC)		\$70	\$75	\$80	PLEASE CIRCLE YOUR SELECTION(S)	
BREAKFAST:	Wednesday, 2/6/13	\$25	\$30	\$35		
	Thursday, 2/8/13	\$25	\$30	\$35		
	Friday, 2/8/2013	\$25	\$30	\$35		
LUNCH:	Wednesday, 2/6/13 (at the Hyatt Regency Rochester)	\$40	\$45	\$50		
	Thursday, 2/8/13	\$25	\$30	\$35		
	Friday, 2/8/2013	\$25	\$30	\$35		
WINE & CHEESE RECEPTION: Thursday, 2/8/13 (4:30 - 6:00 PM on the Trade Show Floor)						\$

METHOD OF PAYMENT:

MAIL THIS FORM AND PAYMENT TO:

NYWGF
800 South Main St, Suite 200
Canandaigua, NY 14424

FAX TO: (585) 394-3649

QUESTIONS: Contact NYWGF at (585) 394-3620

TOTAL ALL REGISTRATIONS \$

- Check Enclosed** (Payable to NYWGF)
 Credit Card (Visa, MasterCard, AMEX)

HOTEL RESERVATIONS: Hyatt Regency Rochester
<https://resweb.passkey.com/go/2013viticulture>

Credit Card No.

Expiration Date

Cardholder's Signature

Security Code

Zip Code



Viticulture 2013

February 6-8, 2013
Rochester Riverside Convention Center
Rochester, New York



Presented by the New York Wine & Grape Foundation



In conjunction with Cornell Cooperative Extension



Cornell University
Cooperative Extension

With participation from:

Constellation Brands • National Grape Cooperative/Welch Foods • New York Farm Bureau
The Nielsen Company • Wine Market Council • Dan Berger's Vintage Experiences

Viticulture 2013 is the premier grape and wine industry conference and trade show in the eastern United States, with three full days of world-class experts addressing the most important topics in viticulture, enology, marketing, public policy and other topics.

A special feature will focus on cold climate grape varieties by university scientists from the east and Midwest involved with the Northern Grapes Project funded by a major grant from the United States Department of Agriculture.

Viticulture 2013 also includes a major trade show with a diversity of exhibitors along with many networking opportunities for members of the grape and wine industry nationwide.

Attendance is expected to exceed Viticulture 2010, which included participants from 20 states and 3 foreign countries.

Wednesday, February 6

7:00 AM – 5:00 PM *Registration Open*

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:30 AM *Plenary Session/Welcome to Viticulture 2013*

The Big Picture: Past, Present & Future: Major Trends in the Grape and Wine Industry, and Factors Affecting Consumer Choice

Grapes, grape juice, and wine are global commodities subject to intense international competition, cycles of worldwide supply and demand, consumer trends, government policies, trade agreements, and other factors. While seemingly remote from local vineyards and wineries, the global competitive environment strongly affects the economic viability of the industry in New York, the Northeast and Midwest, and beyond. Seeing the “big picture” is vital to sound business planning. The first two plenary sessions set the state of Viticulture 2013 with presentations on the economic impact of the grape and wine industry; major market trends in a challenging economy; and the perspectives of global wine and grape juice producers.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Overall Trends in the American Wine Market

John Gillespie, President, Wine Market Council

Specific Wine Market Trends

Danny Brager, The Nielsen Company

Why Consumers Buy What They Buy

Dr. Greg Carpenter, Kellogg School of Management, Northwestern University

10:30 – 11:00 AM NETWORKING BREAK

Plenary Session: 11:00 AM – 12:00 PM

New York in the Big Picture

Challenges and Opportunities for New York Wines

Dan Berger, Publisher, Dan Berger’s Vintage Experiences, and Syndicated Wine Writer

Constellation Wine U.S. and New York Wines

Representative, Constellation Wines U.S.

Perspectives on the Market for Grape Juice and Other Products

Steve Kronberg, Marketing Manager, National Grape Cooperative/Welch’s

Breakout Session: 11:00 AM – 12:00 PM



Northern Grapes Symposium: Consumers and Markets

Over 300 wineries and 3000 acres of new cold-hardy grapes have been established in 12 states in the Midwest, Northeast, and New England over the past 10 years. Their location in non-traditional winegrowing regions offers the opportunity to market unique products to a new audience of consumers in tasting rooms. For these new businesses, transitioning from startup status to sustained growth will depend upon a knowledge of consumer attributes, ability to work cooperatively to establish effective marketing and promotional efforts, and establishing unique identities for the cold-hardy varieties and wines made from them.

Moderator: **Bill Gartner**, University of Minnesota

Northern Grapes Project baseline survey and economic impact

Bill Gartner, University of Minnesota

Challenges and opportunities in emerging wine regions

Miguel Gomez, Cornell University

Working together: Models of collaboration among wineries, economic development agencies, and tourism promotion in Michigan

Don Holecek and Dan McCole, Michigan State University

12:15 – 1:15 PM **Luncheon Featuring Cold Climate Varietal Wines** at the Hyatt Regency Rochester Hotel

Comments by Dr. Anna Katharine Mansfield, Katie Cook, and Winemakers

Breakout Sessions: 1:30 – 3:00 PM



Breakout #1: Northern Grapes Symposium: Enology

New cold-climate cultivars produce fruit with different chemical composition than traditional hybrids or vinifera grapes. The Northern Grapes Project has started winemaking trials aimed at evaluating yeast strains, acid management practices, and tannin additions, to adapt winemaking practice to these unique characteristics of *V. riparia*-based cold-hardy varieties.

Moderator: **Chris Gerling**, Cornell University

How the yeast strain you select can influence wine characteristics and flavors in Marquette, Frontenac, Frontenac gris, and La Crescent

Katie Cook, University of Minnesota

Chemical and microbiological strategies for acid reduction in the winery

Dr. Anna Katharine Mansfield, Cornell University

What do enological tannins offer to Northern Grapes winemakers?

Dr. Murli Dharmadhikari, Iowa State University

Breakout #2: Marketing to Millennials and Baby Boomers, and Social Media Update

The young “Millennial” generation has been a hot topic and a focus of many wine marketers, given their fondness for wine and for experimentation in seeking out new things recommended by their friends, mostly via social media like Facebook. But that generation has been split into older and younger segments in terms of wine consumption, mostly due to differences in economic status—with the older ones gainfully employed while the younger sets searches for work. And let’s not forget their parents, the Baby Boomers, who have a longer history of enjoying wine, more disposable income, and more loyalty to domestic products. Who are these people of different generations, and how can wine marketers best attract their attention? Those are the key questions addressed in this session.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

John Gillespie, Wine Market Council

Danny Brager, The Nielsen Company

Dr. Greg Carpenter, Northwestern University

Breakout #3: Marketing Orders for Research and Promotion

Government money is great—when it’s there. But with shrinking budgets on both State and Federal levels, the private sector needs to invest in its own future with reliable and equitable funding mechanisms like “marketing orders” which in fact may be used for promotion or research or both. The New York Wine & Grape Foundation, New York State Wine Grape Growers, and Lake Erie Regional Group has petitioned the New York State Commissioner of Agriculture & Markets to pursue the process of getting an industry-financed marketing order for grape-focused research. A Department representative will explain how they work, and colleagues from the New York Apple Association will provide their real-world experience.

Moderator: **Jim Bedient**, Bedient Farms, New York Wine & Grape Foundation Board Member

Dan McCarthy, New York State Department of Agriculture & Markets

Jim Allen, President, New York Apple Association

Walter Blackler, Apple Acres

Breakout #4: Marketing New York Wines in New York City

How do you get the little grape into The Big Apple? New York City is the world's most competitive wine market, with virtually no loyalty to local products. Some wineries have taken the direct-to-consumer route by selling their wines at Greenmarkets. And the New York Wine & Grape Foundation has sponsored a major "New York Drinks New York" wine promotion orchestrated by First Press Public relations, which will share some of the fascinating market research, activities, and results.

Moderator: **John Martini**, Anthony Road Winery

Michael Gitter, Principal, First Press Public Relations

3:00 – 3:30 PM NETWORKING BREAK

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Succession Planning

Grape growers and winery owners invest their dreams, effort, and money in their businesses, and many vineyards and wineries are family operations. So when the time comes for the older generation to step back and the younger family members to take ownership responsibilities, how do you ensure a smooth transition both financially and emotionally? This seminar provides answers along with real-life examples from wineries that have done it successfully.

Simon Siegl, Principal, CoEfficient Consulting

Breakout #2: The Business Climate for Grapes and Wine

In the grape and wine industry, we are always talking about climate: Was the winter too warm...did the late freezes damage the buds...is the summer too humid...will the hurricanes hit the vineyards? In order to grow good grapes to make good wines, you need a good climate. But we often forget that in order to grow our industry, you need a good BUSINESS climate—which is more controllable because it is shaped largely by public policy, which in turn is shaped by human beings (our elected officials). State-level policy affects us most directly, but even the seemingly remote events on an international level have significant impacts which we often don't understand until it's too late. This session is a heads-up for the future.

Moderator: **Jim Bedient**, Bedient Farms, New York Wine & Grape Foundation Board Member

Julie Suarez, Director of Public Policy, New York Farm Bureau

Jim Finkle, President, FIVS

Breakout #3: Working with Media

Are the media the bad guys, or the good guys, or both? To some extent, it depends on how we deal with them, if we give them information they're interested in, and if our information is credible. In the grape and wine industry, there are different types of media—agriculture, general reporting, trade publications, wine consumer media, and now social media—and understanding how to deal with them all effectively can boost your business.

Moderator: **Carol Doolittle**, Frontenac Point Vineyard

Dan Berger, California Wine Writer

Holly Howell, Rochester Democrat & Chronicle

Fred LeBrun, Albany Times Union

Breakout #4: Riesling Reflections: The State of the Grape

Riesling continues to grow in popularity among American consumers, with New York (and especially Finger Lakes) Rieslings gaining increasing recognition internationally for consistent quality across all styles. The International Riesling Foundation was created to catch that wave and keep it going, and California wine writer Dan Berger spearheaded the development of a Riesling Taste Profile that is now on the back labels of more than 30 million bottles in the U.S. market. The Finger Lakes Wine Alliance, headed by Bob Madill of Sheldrake Point Winery, has promoted Riesling as the region's "signature wine". Cornell researcher Dr. Anna Katharine Mansfield has conducted research on Riesling "typicity" by region, with interesting results. This session covers it all, including a tasting of a range of Riesling wines.

Moderator: **Jim Trezise**, President, International Riesling Foundation

Dan Berger, California Wine Writer and Riesling Lover

Bob Madill, President, Finger Lakes Wine Alliance

Dr. Anna Katharine Mansfield, Cornell University



Breakout #5: Northern Grapes Symposium: Viticulture

New vineyard trials throughout the Northeast and Midwest are evaluating responses of major Northern Grape cultivars to climate variation, training systems, soil fertility, pest management regimes and different cropping levels. The goal is to develop vine management practices that moderate acidity to achieve consistent maturity and high quality wines.

Moderator: **Jim Luby**, University of Minnesota

How climate influenced grape maturity in 11 Northern Grape variety trials from South Dakota to Massachusetts

Dr. Tim Martinson, Cornell University

Performance of Marquette, Frontenac, and La Crescent under four different training systems

Paul Domoto, Iowa State University

Sulfur and Copper/Lime fungicide sensitivity of 12 Northern Grapes cultivars

Patty McManus, University of Wisconsin

Grapevine nutrition: Results of tissue and soil analyses

Carl Rosen, University of Minnesota

6:30 PM

Unity Banquet Reception at the Hyatt Regency Rochester Hotel

The highly popular Unity Banquet is named after the key to industry success—Unity—and includes a festive celebration of people who have served and advanced the industry in various ways.

7:00 PM

Unity Banquet Dinner & Awards

END OF DAY

Thursday, February 7

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:00 AM *Breakout Sessions*

Breakout #1: Viticulture/Enology : Price, Quality, & Economics: The Triple Bottom Line

Since the recession hit in 2008, consumers have become much more price conscious about what they buy, including wines and grape juice, which has put downward pressure on prices. At the same time, however, they still expect the same or even better quality products at those lower prices, and with a global marketplace, they can often find them. What implications do these trends have for wineries and growers in the East? Do the practices that we assume lead to better quality fruit actually do so? Can we maintain or improve quality of the fruit and products made from them, and produce them profitably, while meeting consumers' price expectations?

Moderator: **Hans Walter-Peterson**, Cornell Cooperative Extension

Stefano Poni, Università Cattolica del Sacro Cuore, Piacenza, Italy

Trent Preszler, CEO, Bedell Cellars

Justine Vanden Heuvel, Cornell University

Jim Meyers, Cornell University

Breakout #2: Renewable Energy

“Renewable” energy goes well beyond solar, though that is an important part of it, and includes other ideas and options that can save money and the planet at the same time. This seminar explores innovative ways to do both.

Moderator: **Bill Jordan**, Jordan Energy & Food Enterprises

Bill Jordan, Jordan Energy & Food Enterprises

Representative, New York State Energy Research & Development Authority

Nancy Ireland, Red Tail Ridge Winery

Breakout #3: New York Wine & Grape Foundation: Key Programs (Focus on Export)

The New York Wine & Grape Foundation was created by State law in 1985 to centralize and coordinate programs of promotion and research for the New York grape, grape juice, and wine industry; and to foster industry cooperation. While the Foundation's budget has been cut drastically to 25% of its level four years ago, the core programs continue, a New York City program has been added, and an export program continues to expand. This session will provide an overview of the Foundation's activities, with a special emphasis on the New York City and export programs and their many benefits to the industry as a whole.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Bob Madill, Sheldrake Point Winery

Scott Osborn, Fox Run Vineyards

Susan Spence, Vice President, New York Wine & Grape Foundation

Chrys Baldwin, New York Wine & Culinary Center

10:00 – 10:30 AM

Introduction of New Cultivars

New varieties continue to help the industry expand to less favorable, colder sites, and are sought by growers looking for varieties needing little effort for disease control. Favorable vineyard characteristics, combined with the potential for highly pleasing wine quality, are the cornerstones for the efforts of Cornell University in grape variety development. At this session, two new varieties will be described and their names will be introduced to the public.

Dr. Bruce Reisch, Cornell University

Dr. Anna Katharine Mansfield, Cornell University

10:30 – 11:00 AM NETWORKING BREAK

Breakout Session: 11:00 AM – 12:30 PM

Breakout #1: Dry Rose Production

While the popular press keeps raving about dry rosés, New York winemakers report mixed success in sales and consumer acceptance. To help the industry take a critical look at the selling power of pink, UMN enologist Katie Cook will provide an update of traditional and new rosé production methods, and winemaker Christopher Tracy will discuss the development of Channing Daughters' successful rosé program on Long Island.

Moderator: **Dr. Anna Katharine Mansfield**, Cornell University

Christopher Tracy, Channing Daughters Winery
Katie Cook, University of Minnesota

Breakout #2: Fungicides & Sprayer Application Technologies (**Eligible for NY & PA pesticide credits**)

Moderator:

New fungicides for grape disease management

Wayne Wilcox, Cornell University

It doesn't matter what you spray if you don't get it on

Andrew Landers, Cornell University

Variable rate spraying in precision viticulture: the use of electronic devices to improve application efficiency

Jordi Llorens Calveras, Cornell University

Breakout #3: Restaurants and Locapours: Does "Local" Really Matter?

Does "locavore" (food) translate into "locapour" (wine) at New York restaurants? Cornell's Dr. Brad Rickard has looked at this issue using data from Zagat, and Michael Gitter (a former Zagat editor and now NYWGF's public relations counsel) provides an on-the-street perspective.

Moderator: **John Martini**, Anthony Road Wine Company

Dr. Brad Rickard, Cornell University
Michael Gitter, Principle, First Press Public Relations
New York City Restaurateur

Breakout #4: What's Legal and What's Not: New York's ABC Law

(Please Note: This session is scheduled to be 2 hours and will conclude at 1:00 PM)

The ABC law (Alcohol Beverage Control) isn't quite as simple as ABC. It was created right after the Repeal of Prohibition in 1934, has been amended in disparate ways almost every year since then, if often contradictory and is always hard to understand. Under the leadership of Chairman Dennis Rosen, the New York State Liquor Authority has taken on a new perspective and relationship with industry. While many of the laws are still outdated and absurd, the SLA is trying to make them more clear and understandable. SLA Counsel Tom Donohue has prepared a special presentation to help sort through it.

Moderator: **Jim Trezise**, President, New York Wine & Grape Foundation

Thomas Donohue, Counsel, New York State Liquor Authority

12:30 – 6:00 PM TRADE SHOW INCLUDING LUNCH, SPECIAL SEMINARS, AND WINE & CHEESE RECEPTION

The trade show is a major attraction of Viticulture 2013, with a wide diversity of vendors serving all segments of the grape and wine industry from grape harvesters to specialized insurance and customized labels. The on-site luncheon, seminars, and reception allow attendees to enjoy everything right on the trade show floor.

3:00 – 4:30 PM

Special Seminar: Innovative Packaging Sponsored by AstraPouch/IMPAQ

Wine is not just sold in the same old bottles and boxes anymore. Besides the many new shapes and sizes of the current materials, wine is in cans, pouches, plastic and more. This session will showcase some of the latest and greatest choices for consideration, and producers who are using new packages will provide their impressions to date.

Moderator: **Chris Gerling**, Cornell University

Steve DiFrancesco, Glenora Wine Cellars

Tim Benedict, Hazlitt 1852 Vineyards

John McDermott, Label World

Dave Mansfield, Three Brothers Winery

Special Seminar: Frost Protection Methods

Long-term predictions of how the climate in the Northeast will change over the next few decades include the potential for more severe frost events, such as the one that many areas in the East and Midwest experienced in 2012. This session looks at some different methods that are being used by growers around the region to protect their crops from early spring frost injury.

Moderator: **Michael Colizzi**, Finger Lakes Grape Program

Frost Protection Strategies in Northeast Ohio Vineyards

Gene Sigel, Chalet Debonne & South River Vineyard, Ohio

Benefits and cost effectiveness of wind machines for frost/freeze protection in bulk juice varieties

Bill Beckman, Beckman Vineyards

Brian Beckman, Beckman Vineyards

Using abscisic acid to improve freezing tolerance and soluble sugars in buds of Cabernet Franc and Chambourcin grapevines

Dr. Imed Dami, The Ohio State University, OARDC

Vine hardiness and impact of seasonal weather

Kevin Ker, Brock University, St. Catherines, ONT

4:30 – 6:00 PM **WINE & CHEESE RECEPTION ON THE TRADE SHOW FLOOR** Sponsored by Farm Credit East

END OF DAY

Friday, February 8

7:15 – 8:15 AM *Full Buffet Breakfast in the Lilac Ballroom*

8:30 – 10:00 AM *Plenary Session*

Enology & Viticulture Plenary Session: Changing Times, Adapting Styles

Moderator: **Hans Walter-Peterson**, Finger Lakes Grape Program – Cornell Cooperative Extension

Stefano Poni, Università Cattolica del Sacro Cuore, Piacenza, Italy

Phillipe Coquard, Wollersheim Winery, Prairie du Sac, WI

10:00 – 10:30 AM NETWORKING BREAK

Breakout Sessions: 10:30 – 12:00 PM

Breakout #1: Wine Flavor & Perception

The world of wine flavor- from compound origins to final sensory impact- is constantly in flux, but understanding the latest discoveries in flavor chemistry and consumer perception can help producers fine-tune their production and marketing plans. This session promises a user-friendly update on the latest in flavor chemistry and sensory evaluation, including the good and evil of sulfur compounds, why we can't always extract tannin from grapes, and how we influence consumer choices.

Moderator: **Katie Cook**, University of Minnesota

Dr. Gavin Sacks, Cornell University

Dr. Anna Katharine Mansfield, Cornell University

Breakout #2: Bulk Variety Production

Maximizing tons per acre while maintaining high quality standards is the name of the game for many in business of producing bulk juice and wine grapes. Matching vine size to the characteristics of the vineyard site has been shown to be critical in maximizing the number of tons the vineyard can produce. To maximize crop potential it is important to understand how soil variability will impact vine size (non) uniformity across a vineyard block as well as how to deal with what seems to be an increase in frost/freeze events in recent years.

Moderator:

Characterizing the Effect of Location and Crop Load on Concord Vine and Fruit Development

Dr. Terry Bates, CLEREL, Department of Horticulture, Cornell University

Soil variation and vine size (non) uniformity in Lake Erie Concord vineyards.

Dr. James Taylor, CLEREL, Department of Horticulture, Cornell University

Grow big or Grow home: Eastern Viticulture Vine Size Economics

Kevin Martin, LERGP at CLEREL, Penn State University



Breakout #3: NCPN: Towards More Availability of Virus and Crown Gall-tested Nursery Stock

The National Clean Plant Network (NCPN) is a network of cooperating centers funded by the USDA and dedicated to making available improved virus- and crown gall-tested planting material for distribution to nurseries and growers. Local nurseries are working with the NCPN to improve source material and make available certified, tested nursery stock to their customers – and are investing in new propagation blocks and techniques to keep these new accessions clean.

Moderator: **Dr. Tim Martinson**, Dept. of Horticulture, Cornell University

*The National Clean Plant Network: What it will do, what growers can expect.
Cornell's role as an NCPN center for the Eastern US.*

Marc Fuchs, Dept. Plant Pathology, Cornell University, Vice-chair of National Clean Plants Network
New York State Department of Agriculture and Markets Revives Grape Nursery Certification Program

Margaret Kelly, New York State Dept. of Agriculture & Markets
A new emphasis on Crown Gall elimination.

Dr. Tom Burr, Dept. Plant Pathology, Cornell University
Involvement of Local Nurseries.

Representatives, 3 New York Nurseries

12:00 – 1:30 PM LUNCH ON THE TRADE SHOW FLOOR

Sip, savor, and shop on the trade show floor

Breakout Sessions: 1:30 – 3:00 PM

Breakout #1: The World Beyond Riesling

While New York Riesling has been garnering accolades for a few years now, there are many other varieties that can and do succeed here. This session will delve into a few of the more than 40 grapes used in wine production across the state. From varieties you may not have heard of to ones you may have dismissed, come and taste the diversity that is New York wine.

Moderator: **Peter Cousins**, E&J Gallo, Modesto, CA

Nancy Irelan, Red Tail Ridge Winery

Marti Macinski, Standing Stone Vineyards

Philippe Coquard, Wollersheim Winery, Prairie du Sac, WI

J. Christopher Tracy, Channing Daughters

Breakout #2: Integrated Pest Management (Eligible for NY & PA pesticide credits**)**

Integrated Pest Management practices are crucial in the production of quality juice and wine in an economically and environmentally sustainable manner. This session combines updates on current research on the innovative management of summer and sour rots, phylloxera and Japanese beetle as well as examining some new resources developed to provide growers the information they need to develop and implement a vineyard IPM strategy.

Moderator: **Tim Weigle**, NYS IPM Program, Cornell Cooperative Extension

Management of Botrytis and sour rot & Overview of OMAFRA's IPM website and diagnostic key

Wendy McFadden Smith, Tender Fruit & Grape IPM Specialist, Ontario Ministry of Agriculture, Food, and Rural Affairs
Managing phylloxera on own rooted vinifera and Use of entomopathogenic nematodes for management of Japanese Beetle

Dr. Greg Loeb, Department of Entomology, Cornell University

Phenology-Based Degree Day Model for Grape Berry Moth Management

Mike Saunders, Department of Entomology, Penn State University

Using NEWA resources in a vineyard IPM strategy

Julie Carroll, NYS IPM Program, Cornell Cooperative Extension

Tim Weigle, NYS IPM Program, Cornell Cooperative Extension

Breakout #3: Wine Clubs, Loyalty Programs, and Gift Cards: Keys to Success

Wine clubs are a great way for wineries to attract a loyal clientele—and steady cash flow, even in the depths of winter. But they also require an investment of time and money if they are to cover their costs and generate a profit.

John McGregor, McGregor Vineyard
Ron Freidman, Damomics

3:00 – 3:30 PM Monty Stamp Ice Cream Social

The late, great Monty Stamp of Lakewood Vineyards was a true pioneer and trooper in the New York grape and wine industry, who also happened to love ice cream. This is a tasteful opportunity to honor a great man in a way he so enjoyed.

Breakout Sessions: 3:30 – 5:00 PM

Breakout #1: Winery Wastewater

While everybody wants to limit pollution and protect the ecosystem, there are other advantages to being proactive with waste management. Creative approaches to limit loss mean both a smaller waste-handling system and a higher proportion of materials ending up in the final product, with associated benefits for the bottom line. Further, what used to be thought of as “waste” can now be considered a source for new products or the production of energy.

Moderator: **Chris Gerling**, Cornell Cooperative Extension

Dave Fister, Rochester Institute of Technology
Bruce Taylor, Enviro-Stewards

Breakout #2: Soils

The health and productivity of a vineyard is literally anchored in its soils. The ability of a vineyard’s soils to provide nutrients, water, and oxygen to the root system has a major influence on the quantity and quality of the grapes that are produced. This session will provide growers with some insight on some of the important soil characteristics that influence productivity and fruit quality, as well as some ideas about managing those characteristics to achieve the desired goals for the vineyard.

Moderator: **Michael Colizzi**, Finger Lakes Grape Program

Dr. Quirine Ketterings, Dept. of Animal Science, Cornell University
Dr. Lailiang Cheng, Dept. of Horticulture, Cornell University



Breakout #3: Sustainability Programs

Following development of the VineBalance sustainable vineyard practices workbook, industry groups are taking the lead in promoting sustainable practices in the industry. The Long Island Sustainable Wines program is the first third-party certification and labeling program in the East.

Moderator: **Dr. Tim Martinson**, Cornell Cooperative Extension

Long Island leads the way in certification and product labeling

Richard Olsen-Harbich, Bedell Cellars, Long Island

National Grape Cooperative uses VineBalance to evaluate grower-members' practices

TBD, National Grape Cooperative

Finger Lakes continues to explore options

Peter Martini, Martini Vineyards

END OF CONFERENCE: SAVE THE DATES FOR VITICULTURE 2016!